

Tobacco Revenue, Use, Spending and Tracking Commission  
November 15, 2004  
Arizona Department of Health Services  
150 North 18<sup>th</sup> Avenue, Room 540A  
Phoenix, Arizona 85007

MINUTES

Members Present: Matthew Madonna – President  
William Pfeifer – Vice President  
Kelly Hsu, M.D.  
Hugh Miller, M.D.  
Bertha Sepulveda

ADHS Staff: Rose Conner – Assistant Director  
Raul Muñoz – Deputy Assistant Director  
Dilia Loé – Chief Administrative Officer  
Lynda Anderson – Administrative Assistant

Presenters: Rebecca Ruiz-McGill – ASHLine  
Karen Martin – Pima County  
Marcy Flanagan – Pima County

The meeting was called to order at 10:10am by Matt Madonna – President

Introduction of TRUST Commission Members and the Arizona Department of Health Services' Staff.

Discussion regarding how health care providers can be included in the prevention and cessation component and should they be compensated as an incentive when they refer patients to services.

**Mr. Madonna** - Motion to approve the minutes of October 18, 2004

**Dr. Miller** - Moved to approve minutes.

**Mr. Pfeifer** - Seconded.

Minutes approved.

**Mr. Madonna** – Update for the selection of the Office Chief, Office of Tobacco Education and Prevention Program by Raul Muñoz, no final selection and the process may be opened up again. The letter to Mr. Stanley has been sent.

**Mr. Pfeifer** – The Nominating Committee has resubmitted the list of possible nominees to Dr. Eden; begin interview process in December 2004, recommendations to the TRUST Commission in January 2005, increase TRUST Commission to a total of 12 members; final recommendations to Dr. Eden for approval.

**Ms. Ruiz-McGill** – Presentation on Arizona Smokers' Helpline; referrals are made to TEPP funded resources; a 50% discount on pharmacology products: patches, lozenges and Zyban; there has been cultural competency training with the Hispanic, LGBT, and Native American communities, have not yet had the training in the African American and Asian American

community, the competency training is based on prevalence, hours are from 9am to 9pm Monday through Thursday, 9am-6pm on Friday and no weekends, however there is the availability of e-mail and fax. Budget of \$844,000.00, quit rate of 15% after one year of follow-up.

**Mr. Madonna** – Asked Dr. Miller and Dr. Hsu about training health care providers on intervention methods. Dr. Hsu supported training of health care providers and to distribute literature. Dr. Miller expressed intervention could only be guaranteed if providers could be reimbursed for services. Ms. Loé recommended more information for discussion at the February meeting of the TRUST Commission

Discussion on placing the Helpline number on prescription pads, 50 % call reduction, correlation to reduction of media dollars, pro-active referral quit rate numbers compared to non-active referral quit rates numbers.

**Ms. Martin and Ms. Flanagan** – Presentation on Pima County's "Tobacco Free Ways" program, no longer using the Full Court Press program, budget of \$1,300,000.00, requesting additional funding for retirement communities in outlying areas, Wingspan and Ashes to Ashes, completion rate of 56%.

**Ms. Loé** – Presentation on the remaining counties' Local Projects, bottom line on funding and deliverables, behavioral changes, goals, objectives, evaluation and impact, \$10,000,000.00 budget, provides school based survey, process evaluation, accountability, logic model for counties,

Discussion on outcomes, evaluation, accountability for each county, separate rural areas from urban, differences in the rural areas from county to county.

**Ms. Loé** – Report on the Biannual Program Report to the legislature, final draft being proofed; will asked Dr. Eden to obtain an extension before submitting final report, some changes may need to be made.

Discussion on media cost, development and concept, airtime and market, and best way to disseminate programs, assessment of media, Rebeca Ruiz to present at the February meeting, EB Lane receives \$1,000,000.00; prevalence rates and media, message, best way to reach new users as the environment has changed since the program began, not a static target, campaign may need to change.

Discussion on future meetings to include conference setups, dates for 2005 meetings to be set at the January meeting.

The January 10, 2005 meeting will be held at the ADHS building at 150 North 18<sup>th</sup> Avenue, room 540A, 10am. The agenda includes presentations by ITCA, HealthCare Partnership, the Attorney General's Office for Youth Compliance Program, and an update by the Department of Revenue.

Future meetings to include Rebeca Ruiz on media assessment, Health Care providers in February, and the EB Lane presentation at the following meeting.

Call for public comment – Susan Williams, secondhand smoke and media, healthcare providers comments.

**Mr. Madonna** - Motion to adjourn.

Ms. Sepulveda - Moved to adjourn the meeting.

**Dr. Miller** - Seconded.

Meeting adjourned at 2:31pm.

Dilia Loé  
Chief Administrative Officer  
Office of Tobacco Education and Prevention Program  
Arizona Department of Health Services